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FOOD INFORMATION CALENDAR
OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

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September 18, 1943 No. 24

Team Training. In Calendar No. 20, we told you that teams from Washington of 4 to 6 members made up of administrative personnel with one information man would attend the State goals sessions.

Teams will be selected this weekend and training meetings are scheduled to begin on Tuesday morning and run through the entire week. During the sessions, discussion leaders will cover all of the subjects which will probably be on the agenda of the State conclaves...such as goals, labor, machinery, price supports, the ACP program, feed and the educational campaign.

War Board memo will soon advise the field of the definite dates for each State gathering.

The Office of Information is preparing a mimeographed handbook for use of all personnel attending the State sessions.

Agriculture Ahead -

Secretary Wickard's speech "The Kind of World Farmers Want"--delivered on the Farm and Home Hour, Friday, September 17--discloses that world agriculture has taken the lead in post war planning. Here are some excerpts:

"Here in the city of Washington a group of men have been meeting for the past month or so. They make up the United Nations Interim Commission on Food and Agriculture, and they are drawing up plans for a permanent United Nations organization to deal with that broad field--food and agriculture. There is one representative from each country--forty-five of them all told. They came at the invitation of the President of the United States as a result of the conference on food and agriculture held last spring.

"Whatever may be the outcome of these meetings and discussions, it will go down in this greatest of all wars, the first efforts toward building a better world centered around agriculture. As a farmer and as Secretary of Agriculture, I am rather proud of that fact. I think every farmer--and every farmer's wife--should be proud of it too. Agriculture started the ball rolling. When the statesmen first got their heads together to plan for world order after this great conflict--they thought about agriculture first.

". . . We farmers make up two-thirds of the world's two billion people. We feed all the rest--every man, woman, and child. Everything else could go, but farming would have to remain if the human race was to exist on this planet at all. Our production of food is the most fundamental work there is. Why should we not take a leading part in world affairs? Why should we not pioneer in the ways of peace and better world order? It is right and natural that we should." See U.S.D.A. 596-44 released September 17, 1943.

FARM AND HOME

Monday, Sept. 20 - Wallace Kadderly--"Cull Potatoes for Stock Feed" and Ernest Moore--Victory Gardens, "Simple Ways to Store Vegetables".

Tuesday, Sept. 21 - Ruth Van Deman -- "Safe Keeping for Your Home Canned Food", and Wallace Kadderly--"Saving Weather-Damaged Soybeans".

Wednesday, Sept. 22 - TO BE ANNOUNCED

Thursday, Sept. 23 - Joseph A. Becker, Chairman of Crop Reporting Board, BAE,--- "Crop Reports in the War" and UNCLE SAM'S FOREST RANGERS.

Friday, Sept. 24 - State Extension Directors -- "Reporting on Farm Labor".

CONSUMER TIME

September 25th the program will feature Group Five of the Basic Seven Food Groups. Dr. Walter Wilkins of the Public Health Service now detailed to WFA, who is the author of "Nutrition For You," will be the guest speaker.

The dramatic sketch for the program reverses the old procedure--instead of the hard working employee inviting the boss to dinner--the boss hands out the invitation. Eight or ten suggestions on meat rationing and ways to stretch your meat supply are brought out. "99 Ways to Share the Meat", an illustrated folder, will be plugged as a give-away.

COMING EVENTS ON FARM AND HOME HOUR--

September 30--Department of Agriculture portion cancelled to make way for inaugural address of Milton Eisenhower as president of Kansas State College.

October 1 --15th anniversary of Farm and Home Hour. October issue of Country Gentleman magazine carries story and pictures about the anniversary program, including a special pick-up from Agricultural Research Center at Beltsville, Md. Microphones set up in swine area and experimental kitchen for discussions of feeding experiments that show how to use protein feeds efficiently and of one way to stretch the meat supply (pork pie). Participants will include Secretary Wickard, John H. Zeller, in charge of swine investigations, and the daily speakers, Wallace Kadderly and Ruth Van Deman.

October 8-- Program from the Western Research Laboratory at Albany, California. Scientists will take the audience through the vegetable dehydration pilot plant and explain how they are trying to improve the various processes.

These look good and deserve a plug to arouse listener interest. From time to time the Calendar will carry advance notices of special F. & H. features.

FROM ONE WOMEN'S LAND ARMY TO ANOTHER... Folks who have a good short wave radio set that still operates would do worse than tune in on 958 or 1168 megacycles in the 31 and 25 metre band on Wednesday evening, September 22, at 7:15 Eastern War Time. The Women's Land Army of England will be dedicating a program to Miss Florence Hall, head of the Women's Land Army in America.

REPORT ON RALLIES...........Home Front Pledge Campaign...............EPISODE SIX

Omaha's Black Cow.

"On Labor Day in Omaha, Neb. 10,000 AFL members took the pledge en masse. In the city 2,300 block workers of OCD will circulate pledges. Wrote Omaha DIO: 'There is one feature of the Omaha campaign that might be adaptable nationally. Citizens of Omaha have erected on the Court House lawn a Black Cow - 15' x 25'. As the signed pledges are returned, we are white-washing a portion of the Black Cow. Our goal, of course, is the complete annihilation of the Black Cow representing the Black Market in Omaha. The County Commissioners have given their permission for the space and the General Outdoor Advertising Company is making the bill-board for us at cost.'"

ROUND-UP

Returns from various sections of the country indicate that the "Home Front Pledge" campaign has captured the imagination of merchants and housewives alike, and that its appeal to Americans' fundamental honesty and sense of fair play promises to strike a telling blow against black markets.

With campaigns now running in more than 35 states, more than 4,000,000 pledges have now been signed and others are rolling in the rate of more than 300,000 a day. This tempo will be stepped up during the coming weeks.

During the opening month, the program has received wide endorsement from every local group--merchants, consumers, union members, industry and civic leaders. More than a half dozen governors have issued proclamations; church groups and ministerial associations have pledged their support.

Local patterns for the campaign vary. In hundreds of communities local Defense Councils are leading the program with house-to-house canvasses. Among the other groups lending their support are Chambers of Commerce and Junior Chambers of Commerce, the AWVS, Boy Scouts, etc. In Hot Springs, N. M., the Rainbow Girls are conducting the drive; while in Farmington, Utah, members of the Relief Society of the Latter Day Saints visited every home in Davis County in the campaign to give every housewife an opportunity to sign the pledge.

Potato Problems. Estimates of the size of the late fall crop of Irish potatoes point to a big problem in providing adequate storage. The crop is likely to reach 360 million bushels, 73 million bushels larger than the 1942 late crop, with anywhere from 49 to 54 million bushels in excess of storage capacity available in the producing areas. Therefore, a third potato campaign is now being worked out which will explain the storage situation and will ask wholesalers, retailers, and consumers to buy beyond their immediate needs at harvest time in order to utilize at least a part of the vast amount of storage space available in small units in consuming centers. Consumers, particularly, will be urged to clean out a space in the cellar or back porch for storing several hundred pounds of potatoes. Advice on how to store and how to handle the potato is now being written up for distribution to the field.

COTTON FARMERS SHOULD KEEP PRODUCTION RECORDS: Production records on cotton were formerly obtained from ginners for use in making AAA payments and guiding marketing quota and crop insurance programs. It is to a farmer's best interest that an accurate record of his 1943 cotton production be kept because this record may be needed in future AAA programs. Each farmer should keep each gin ticket, bale receipt, or sales ticket for baled cotton and for lots of seed cotton sold. The AAA has offered to keep these records for any farmer who wishes to deliver them to the county office. (See Food Info. Series #64.)

MORE ON MILK QUOTAS. Reactions so far to the fluid milk control program have on the whole been favorable. A national press release announcing the enabling order; background statement to OWI on the over-all milk situation; announcements and explanations through radio outlets, which include speeches over the Farm and Home Hour, Consumer Time show, the Up radio wire show, the Blue Network Sunday spot, "This is Official", and CBS "Country Journal" program, and regular services such as Farm Flashes, Federal Food Reporters, Homemakers' Chats, and Tip Sheet all had a part in getting the story across nationally and to every group ---consumers, farmers, milk handlers.

As the most critically-short milk areas are designated and quotas established the informational and educational activities must increase and be adjusted to the local situation. An Information Series is in the mill and will be distributed to War Boards, field offices, etc.; the Consumers' Guide News Letter will explain the program to consumers; general national magazines and magazine food editors are getting material, story ideas, and angles.

Visual material now in the works includes streamers for the retail stores encouraging consumer cooperation in "sparing" the milk, and printed milk bottle caps and signs for milk handlers and milk plants.

"A" AWARDS. Press release Ag. 609-44 announces the "A" award program of WFA for achievement in Food Production. The recognition will go to counties where farmers have achieved exceptional production, and for seasonal food processors with outstanding production records. Representatives of the armed services will participate in the "A" presentation ceremonies signalizing the recognition of the part that food production plays in the war. State War Boards will nominate the counties and the Regional Directors and Commodity Branches of FDA will nominate the processors subject to final selection by WFA.